**Informatics, Ch 4, Data Analytics: Presenting the findings Alex Hudson**

**An Effective MMOS, pg 192-199**

1. **An effective MMOS needs to contain the following elements. Elaborate briefly on each.**
   1. **Accessibility**

* When developing the online solution, you should always consider how people with certain physical or mental disabilities or hindrances can access your website. Some attributes you should take into consideration are: the very young, the elderly and those with disabilities, such as low vision, colour blindness, limited mobility, limited language skills or computer skills.
  1. **Clarity**
* Whether spoken or written, your solution’s language should be clear enough for almost every one of your users to read and understand. The primary goal of any solution is to convey information to the audience. If you don’t convey why your hypothesis was tested and if it was proven/debunked, then you’re obviously missing out on crucial information.
  1. **Readability**
     1. **Typefaces**
* Use a plain, legible typeface for body text. Use either serif (such as Times New Roman) or sans-serif (such as Ariel). Decorative, script and handwriting types are not the best choices.
  + 1. **White space**
* White space is a section of graphic representation that is empty from any entities, which is used to create a clean, uncluttered look and is not considered to be pointless, it is done by developers to add a sense of professionalism to their work.
  1. **Relevance**
* Regardless of your collective topic, make sure you do not veer off onto another topic. The users are there for one purpose and that is what your topic is, but not other, mindless rubbish.
  1. **Accuracy**
* Your MMOS aims to educate and entertain your audience. Make sure that the information you include is correct to prove your solution, but also entertaining enough not to drive users away.
  1. **Useability**
     1. **Plug-ins**
     2. Plug-ins are free and paid software modules which allow a wide variety of critical tools to help you produce and maintain your MMOS.
     3. **Browsers**
* Refer to the default Internet Browsers you open your webpage in such as; Microsoft Edge, Internet explorer, Firefox, Safari and Google chrome. When you make your webpage you need to try and make it compatible with all browsers this is nearly impossible, but you cannot design it specifically for only the one browser since your audience will be using a range of browsers and you do not know which one they will be using.
  + 1. **Hardware**
* Hardware refers to what the audience views your webpage on, whether that be a laptop, tablet or smartphone it is impossible to cater equally for all devices, but you need to try and make your MMOS compatible for most devices.
  + 1. **Media**
* You should avoid media that are only playable on certain platforms, such as Mac OS, or with certain players, such as Windows Media Player. Media not supported by major technology suppliers, such as Flash, should also be avoided. Restrict yourself to standard media types such as, JPG for photos or images.
  1. **Timeliness**
* Your MMOS should be media-rich, and multimodal files can be large and slow to load. For it to be timely, there should be no significant delays in retrieving the information you have provided. You can do this by;
* Using thumbnail images linked to full size images
* Offer smaller (quicker to download) and larger (higher resolution) versions of media.
* Split a large webpage into an index page linked to several smaller, quick-loading subpages.
* Adjust the compression level for JPG pictures
  1. **Completeness**
* Completeness means that the information you are presenting in your MMOS is just that, complete. You need to you present all of your findings to substantiate the conclusion you reached in Unit 3, Outcome 2.
  1. **Attractiveness**
* The interface is the only part of your solution that users will see. It must be appealing, attractive and easy to use, regardless of how brilliant your information architecture is.